

WebFire Presents: WebFire Marketing Webinars

**Easy Rankings / New Age SEO,
Marketing and Replying to Leads,
and...**

Free Business Analyzer Tool



Welcome to WebFire's Training Webinars!

Signup for Future Calls and Check Out Past
Calls inside of WebFire



If you're here or registered for the series, you'll get a reminder before each webinar so you don't forget, but if you can't make one, we'll have the recordings in the members area within a day of any of the calls under the "Training" tab on the left side navigation bar.



Want to win \$100 today?

WebFire Facebook Group at
www.getwebfire.com/fbgroup



Part 3 of 3 of our New Jumpstart WebFire
Series with Bonus Software

Check Out Prior Calls if Missed...



Now let's move onto our training for this week where we'll talk about three things:

Easy New Age SEO Rankings
Marketing & Replying to Leads
Free Business Analyzer Software



Overview for Today

- Easy New Age SEO Rankings
- Marketing & Replying to Leads
- Free Business Analyzer Software
- Q&A / Special Announcement
- Cash Giveaway



People often times way overthink how to rank on places like Google...

The basics are relatively easy...

The more advanced parts are made easy with WebFire too...



Easy New Age SEO – Easily Rank with WebFire

- The basics of SEO are super easy...
- Find a keyword without tons of competition that still gets either lots of traffic or a lower amount but a high likelihood of buying (examples) (Use the Keyword Tool inside of WebFire)
- Typically there should be two or less exact keyword matches in the title tags on page one for any keyword you want to easily rank for.
- Use that keyword in the title tag of your site, blog post, etc. (typically the title of a blog post, webpage, video, etc. will often automatically be a title tag in most good website platforms – use our SEO Inferno Tool or Website Analysis tool if you're unsure or need help), as well as at least once or so throughout the body of the site.
- Submit the exact URL using the Site Submitter.
- That's it! You'll have an awesome chance of ranking your webpage, blog post, video, etc. just by doing this.
- But there are also a few extra things you can do to give yourself even more of an edge...



Easy New Age SEO – Easily Rank with WebFire

- Have the title tag / title be super compelling. (Why that makes a big difference...)
- Potty Train Your Dog vs. How to Potty Train Your Dog in 5 Minutes
- Better click through rates not only give you more traffic, but also can increase your rankings!
- Use schemas!
- We talked about schemas on the first of the three part series here, but using them can make a major difference in rankings and traffic, especially for certain kinds of businesses (like the local schema for local businesses).
- Keep in mind that you can have more than one schema on a site (navigation vs. local vs. Q&A, etc.)
- Use the Schema Maker tool inside of WebFire to help you do this.
- Then use the Rank Tracker tool inside of WebFire to help you track the rankings!



Marketing & Replying to Leads

- WebFire lets you easily find tons of different kinds of leads – forum leads, ranked leads, social media leads, PR leads, etc..
- This can help a great deal with marketing of your offers or services, but HOW you go about reaching out to them can make a world of difference...
- If answering a question in your niche that a lead asks, respond with a HELPFUL post that typically lightly promotes your video, blog, e-mail, etc. (examples of good vs. bad...)
- If responding directly to leads looking to buy or to potential JV partners and such, make an unbeatable offer or freebie ... or for partnerships, make it as hands free as possible (examples of both...)
- Real life examples of responses (Mobile Autoresponder, diamond affiliate sales, high end software white label deal, etc.)



Free Software Time!



We have cool software that can help analyze your business or even those of business prospects of yours...

(or help if you're brand new with no idea yet on what you should do)



DEMO



Business Analyzer Link!

Special: FREE for a Limited Time!

→ BizFire.com/yourbiz ←



Keep in mind that this is on top of the free software you got last week.

And if you missed any of our prior trainings, make sure to check them out inside our members' area!



Any other questions???

(cash giveaway
right after)



Special Announcement:

Starting a “Get Your Marketing Questions Answered” Segment

If you have a marketing question that you want us to give a far more detailed answer on via a full article / FB / blog post, write us at:

dfy@webfire.com



WebFire Facebook Group at
www.getwebfire.com/fbgroup



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